

What is claimed is:

1. 1. A method comprising:

2. electronically enabling people who belong to an
3. enterprise to define a goal that is related to managing a
4. relationship with a customer of the enterprise;

5. providing a graphical user interface that enables the
6. people to cooperate to make complex decisions that will
7. advance the achievement of the goal; and

8. providing features in the interface that enable the
9. people to make the complex decisions in a manner that
10. inherently and continually improves their ability to make
11. subsequent complex decisions.

1. 2. The method of claim 1 in which the goal comprises
2. improving customer satisfaction.

1. 3. The method of claim 1 in which the features provided
2. in the interface include access to desktop applications for
3. creating documents, maintaining databases and spreadsheets,
4. and managing projects.

1. 4. The method of claim 1 in which the features provided
2. in the interface include access to enterprise customer
3. relationship databases.

1. 5. The method of claim 1 in which the features provided
2. in the interface include access to filtered lists.

1. 6. The method of claim 1 in which the features provided
2. in the interface include access to collaboration tools.

1. 7. The method of claim 1 in which the features provided
2. in the interface include access to assessment and growth
3. tools.

1 8. The method of claim 1 in which the features provided
2 in the interface include a game environment that enables a
3 user to conduct a simulated activity associated with managing
4 a customer relationship.

1 9. The method of claim 1 in which the features provided
2 in the interface include authoring tools that guide a user in
3 writing a story related to managing a customer relationship.

4 10. The method of claim 1 in which the interface is
5 arranged to include a displayed area that identifies customers
6 with which the user of the interface is associated.

1 11. The method of claim 1 in which the interface is
2 arranged to include a displayed area that identifies customer
3 projects with which the user of the interface is associated.

1 12. The method of claim 1 in which the interface is
2 arranged to include a displayed area that identifies sources
3 of filtered information that is relevant to the activities of
4 the user of the interface.

1 13. The method of claim 1 in which the interface is
2 arranged to include a displayed area that enables a user of
3 the interface to invoke customer management tools that enable
4 the user to participate in making complex decisions in a
5 manner that inherently and continually improves his ability to
6 participate in making subsequent complex decisions.

1 14. The method of claim 1 in which the interface is
2 customized for each user to provide the user only with those
3 tools and information that he is permitted to access and that
4 are relevant to his work in managing customer relationships.

1 15. A method comprising:

2 generating an overview computer screen for a worker, the
3 overview screen containing information on one or more
4 customers associated with the worker and information on one or
5 more projects associated with the worker;

6 generating a customer computer screen for a customer on
7 the overview computer screen when the worker requests
8 information on the customer;

9 generating a project computer screen for a project on the
10 overview computer screen when the worker requests information
11 on the project; and

12 filtering the information on the overview, customer, and
13 project screens based on an access level of the worker.

1 16. article comprising a computer-readable medium which
2 stores computer-executable instructions, the instructions
3 causing a computer to:

4 provide workers in an organization with access to a
5 customer interface environment including data on customers of
6 the organization and projects related to the customers and to
7 a game environment providing simulations of real-world
8 scenarios involving the customers and the projects; and

9 allowing the workers to freely switch between the
10 customer interface environment and the game environment.

1 17. An article comprising a computer-readable medium
2 which stores computer-executable instructions, the
3 instructions causing a computer to:

4 store data on a number of customers associated with an
5 organization;

6 store data on a number of projects related to the
7 customers; and

8 automatically provide a worker in the organization with

9 data received from sources internal to and external to the
10 organization relating to customers and to projects associated
11 with the worker.

1 18. An electronic game environment comprising:
2 simulated personas of parties to the game, the personas
3 being defined in a manner that relates to customer
4 relationship management,
5 simulated roles of parties of the game, the roles being
6 defined in a manner that relates to customer relationship
7 management,
8 simulated activities that relate to customer relationship
9 management, and
10 simulated levels of play that relate to different levels
11 of complexity of customer relationship management.

1 19. An electronic story creation environment comprising:
2 a storyteller facility in which a user can enter elements
3 of a story, a scenario builder that enables a user to create a
4 scenario associated with a story,
5 a what-if scenario builder that enables a user to create
6 a scenario associated with alternative possible hypotheses,
7 and
8 a case create facility that enables a user to format the
9 story as a case for later use.

1 20. An electronic user interface comprising:
2 a map that illustrates relationships among members of a
3 team working on an enterprise management task,
4 the relationships being illustrated in a manner that
5 identifies the significance of the role of each member within
6 the team,
7 the relationships being illustrated in a manner that

8 identifies the frequency of interaction of the user of the
9 interface with other members of the team.

1 21. An electronic user interface comprising:
2 a map that illustrates relationships between a user of
3 the interface and a set of people who represent mentors of the
4 user, and
5 windows that display details about each of the mentors.

1 22. An electronic user interface comprising:
2 a facility that automatically assembles and displays a
3 history of communications and activities among members of a
4 team who are working on an enterprise task, and
5 a facility to annotate and manipulate the information in
6 the window to form the history into a case that can be studied
7 by others who are working on similar tasks.

1 23. An electronic user interface comprising:
2 a facility that guides a user in creating a story
3 associated with an enterprise task,
4 the facility including a graphical display of portions of
5 a story in accordance with a selected one of a set of
6 predefined story themes.